

Note for Laufer, David

From: Gee, Edward

Date: Fri, Aug 11, 1995 2:48 PM

Subject: AAA

To: Laufer, David

I've got some great explanations as to why you haven't gotten this before now, but I'll mercifully forego them.

1. Visibility Studies (3-4 per year)

we will be doing normal, nationally projectable, multi-brand visibility studies at the above rate (starting in the next couple of months).... I have instructed my manager in charge of them that an on-going portion will be to audit for "It's the Law" signage, as well as other minimum age signage (e.g., RJR stuff)..... it will be recorded separately by category (i.e., PM, RJR, other)

2. To maintain an estimate of changes in between those studies, I have talked with Craig Johnson about having a minimum age signage section added to the Sales Force audit checklist (SFA); Craig was a little hesitant, and said he needed to get more info from his reports before he would commit to that.... so, recommended but on temporary hold pending decision by Craig

3. In any case, we will track the "sell-in penetration" as already reported by the sales force

4. We will be adding (at latest estimate, to start next week) an on-going module on consumer tracking, asking all smokers contacted about

- underage purchase program awareness (unaided, aided)
- if aware, unaided awareness of sponsorship
- visibility of minimum age signage at retail

5. Secondary/third party research (e.g., Luntz, University of Michigan, Rudman) will provide valuable insights and may be the primary source for claims..... while I will take the responsibility for analyzing and integrating with other research results, due to the sensitivity I would recommend that a formal process be put in place to have somebody in Corp Affairs ensure identification and procurement of these for me, as opposed to me trying to get them by myself.... if you want to discuss this further, I'll be delighted to

6. ON A CASE-BY-CASE BASIS, we may decide to implement topical (i.e., specific issue-oriented) telephone research among consumers..... frankly, I don't see much of this will be net productive, due to the nature of the program, but situations may arise where it will be warranted

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David- a couple of things to note that are not there..... after discussions with Carolyn Levy and Ginny Murphy, I have decided against a tracking module asking frequency of carding among 18 year olds.... we can discuss reasons further if you want

also, I have not added routine surveys among retailers..... I have doubts as to how substantive the info from such surveys would be

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